"A Study on Adoption and Effect of Social Media Marketing on performance of MSME's"

SHORT SYNOPSIS

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by

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FACULTY OF MANAGEMENT STUDIES

Certificate

I hereby declare that the short synopsis Titled “A Study on Adoption and Effect of Social Media Marketing on performance of MSME's” being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in Management under Faculty of Management Studies, Department of Management, Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2020-21

It is a bonafide record of original work carried out under the supervision of Dr. Amandeep Dhaliwal and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

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ABSTRACT

Micro, Small, and Medium Enterprises (MSME's) are playing a vital role in Indian market especially with its contribution to the GDP. After China, it is the world's largest base. According to government estimates, the country has roughly 63.05 million micro enterprises, 0.33 million small firms, and around 5, 00,000 medium businesses.

In this digital era, all business units are forced to adopt Information and Communication Technologies (ICT) as these technologies have a significant impact on such business's competitiveness and productivity.

The research primarily focuses on how micro, small, and medium-sized firms (MSME's) in Delhi/NCT are adopting digital marketing strategies, notably the use of social media. According to global research, MSME's use of social media (SM) tends to modify how organizations work. As a result, there is a need for an assessment of the factors that influence MSMEs' adoption of social media in India, particularly in the Delhi NCT, where such studies are scanty.

The objective of the study is to look into investigate the factors that lead to the adoption of social media along with the purposes for which it is used. Subsequently, the study will provide in-sights on the impact of business performance of MSME's through Social Media Marketing in context to modern entrepreneurship

Research Methodology is based on quantitative approach using questionnaire survey to gain the required inputs. The target population would be the MSME's based in Delhi/NCT region and the same shall be carried out through Cluster Sampling and Purposive Sampling.

The study is expected to provide inputs and define the factors of digital transition with respect to application of Social Media Marketing practices in Micro, Small and Medium Enterprises of Delhi/NCT region and address the gap by giving remedial solutions to strengthen the overall business performances.

Key words: Social Media Marketing, Technology Adoption, Micro, Small and Medium Sized Enterprises (MSMEs).

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INTRODUCTION

1.1 MSME's: Overview in Indian context:

Promoting entrepreneurship is one of the finest ways for a nation to progress in its economy and fascinate overseas investments that will gain enormous rewards in the future. MSME's are emerging businesses that contribute to the success of developing economies by employment generation and steering economic development. MSME's are projected to account up for more than 95 percent of all businesses in the globe, which amounts to 60 percent of private sector employment. MSME's in our nation have a high significance in the Indian economy with their contribution to GDP. The MSME sector is critical to our nation's economic growth and considering the recent policies by Government of India that includes various initiatives such as: *Make in India, Startup-India, Digital India,* etc. it has achieved a vital role in the Indian economy.

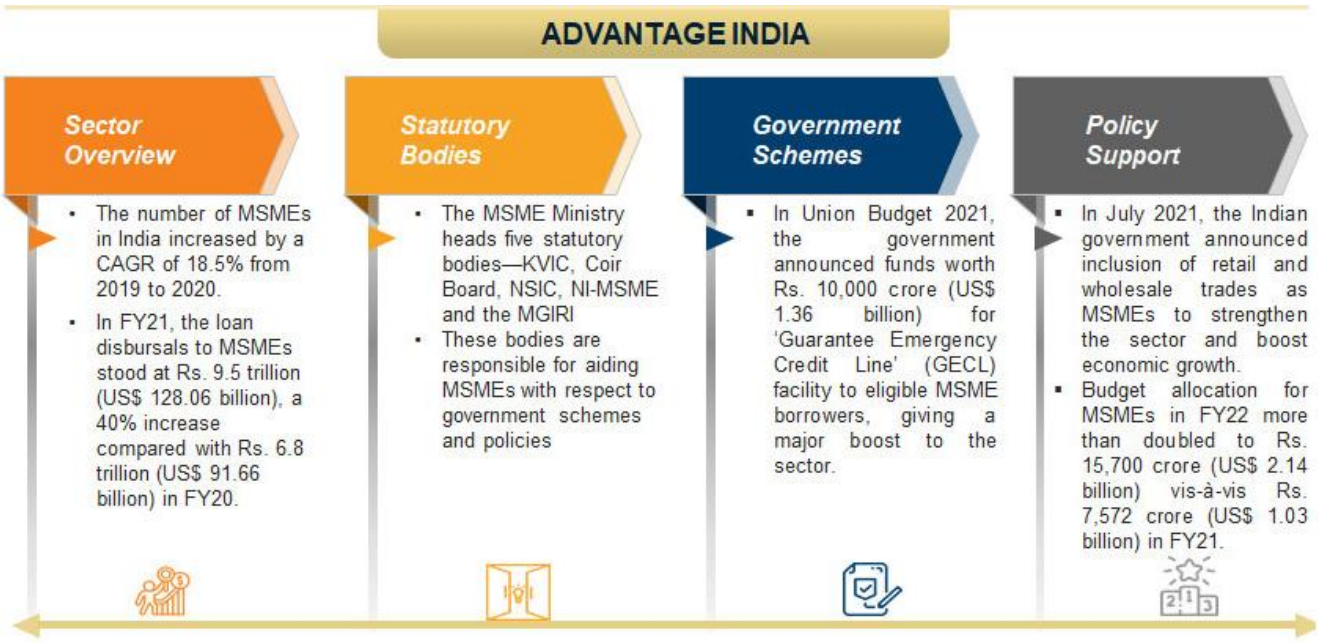
In our country India, a separate Act, responsible namely Micro, Micro, Small and Medium Enterprises (MSME) development Act, 2006 is placed in the system for the uplifting and expansion of MSME sector . It was incorporated 02nd Oct, 2006.

Revised Classification applicable w.e.f : 01/07/2020			
Criteria: Investment in Plant & Machinery/equipment and Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing Enterprises and Enterprises rendering Services	Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover; not more than Rs. 5 crores	Stake in Plant and Machinery or Equipment: Should not be more than Rs.10 crore and Annual Turnover less than Rs. 50 crores	Stake in Plant and Machinery or Equipment: Should not be more than Rs.50 crore and Annual Turnover less Rs. 250 crores

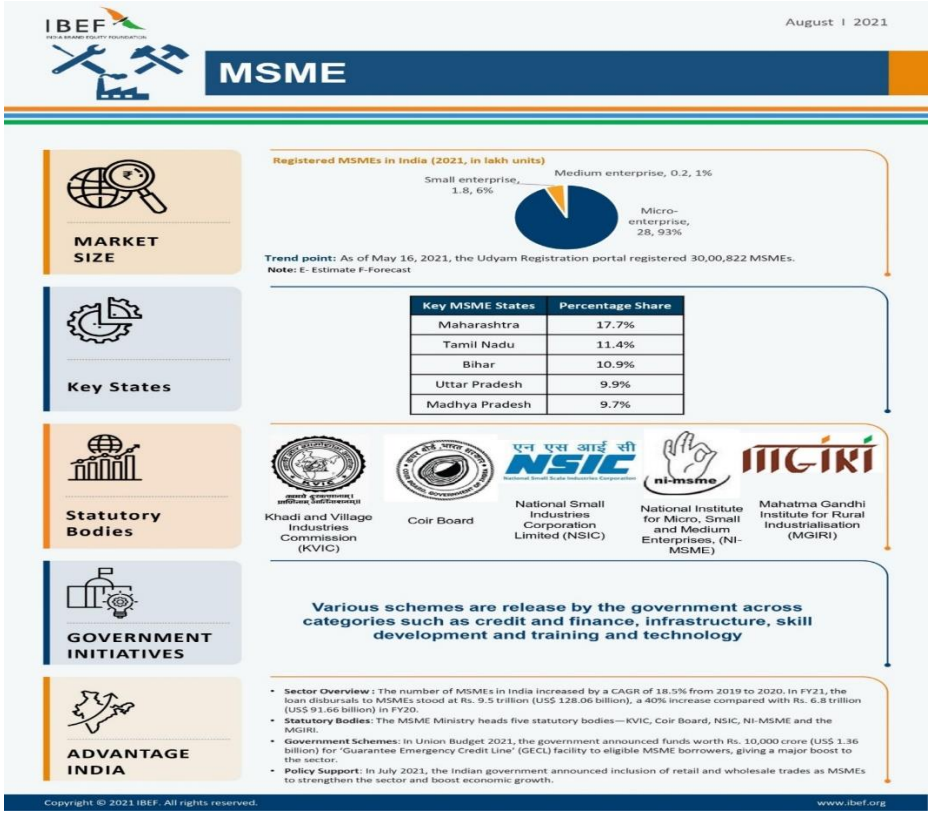
Source: HTTPs://msme.gov.in/know-about-msme.

Ministry of Micro, Small and Medium Enterprises (MSME) is the supreme body for creating and supporting entrepreneurial units and ventures, and also assists in promotion and delivery, transmission of technological support and across various verticals.

MSME's in India play an imperative role in the country's economic growth by contributing to manufacturing output, growing distant trade revenue and setting up company opportunities, sending out communications, and promoting balanced monetary advancement. MSMEs in India are experiencing an incredibly strong and multi-faceted economic situations, with the number of MSME's growing at an accelerated pace. According to IBEF.org on MSME's growth the following is depicted:


ADVANTAGE INDIA
Sector Overview
The number of MSMEs in India increased by a CAGR of 18.5% from 2019 to 2020.
In FY21, the loan disbursals to MSMEs stood at Rs. 9.5 trillion (US$ 128.06 billion), a 40% increase compared with Rs. 6.8 trillion (US$ 91.66 billion) in FY20.
Statutory Bodies
The MSME Ministry heads five statutory bodies—KVIC, Coir Board, NSIC, NI-MSME and the MGIRI
These bodies are responsible for aiding MSMEs with respect to government schemes and policies
Government Schemes
In Union Budget 2021, the government announced funds worth Rs. 10,000 crore (US$ 1.36 billion) for 'Guarantee Emergency Credit Line' (GECL) facility to eligible MSME borrowers, giving a major boost to the sector.
Policy Support
In July 2021, the Indian government announced inclusion of retail and wholesale trades as MSMEs to strengthen the sector and boost economic growth.
Budget allocation for MSMEs in FY22 more than doubled to Rs. 15,700 crore (US$ 2.14 billion) vis-à-vis Rs. 7,572 crore (US$ 1.03 billion) in FY21.

MSMEs units have played a substantial role in the growth of entrepreneurial ventures through economic innovations. MSME's are expanding their sphere of influence across the economy, generating a diversified variety of offerings to fulfil both domestic and global market's needs.


IBEF
August I 2021
MSME
MARKET SIZE
Registered MSMEs in India (2021, in lakh units)
Small enterprise, 1.8, 6%
Medium enterprise, 0.2, 1%
Micro-enterprise, 28, 93%
Trend point: As of May 16, 2021, the Udyam Registration portal registered 30,00,822 MSMEs.
Note: E- Estimate F-Forecast
Key States
Key MSME States | Percentage Share
Maharashtra | 17.7%
Tamil Nadu | 11.4%
Bihar | 10.9%
Uttar Pradesh | 9.9%
Madhya Pradesh | 9.7%
Statutory Bodies
Khadi and Village Industries Commission (KVIC)
Coir Board
National Small Industries Corporation Limited (NSIC)
National Institute for Micro, Small and Medium Enterprises, (NI-MSME)
Mahatma Gandhi Institute for Rural Industrialisation (MGIRI)
GOVERNMENT INITIATIVES
Various schemes are release by the government across categories such as credit and finance, infrastructure, skill development and training and technology
ADVANTAGE INDIA
Sector Overview : The number of MSMEs in India increased by a CAGR of 18.5% from 2019 to 2020. In FY21, the loan disbursals to MSMEs stood at Rs. 9.5 trillion (US$ 128.06 billion), a 40% increase compared with Rs. 6.8 trillion (US$ 91.66 billion) in FY20.
Statutory Bodies: The MSME Ministry heads five statutory bodies—KVIC, Coir Board, NSIC, NI-MSME and the MGIRI.
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Policy Support: In July 2021, the Indian government announced inclusion of retail and wholesale trades as MSMEs to strengthen the sector and boost economic growth.
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www.ibef.org

Source: IBEF, (www.ibef.org) Overview of MSME's in India (August 2021)

The latest data available at MSME website reflects that currently Maharashtra is one of the prime states in India for MSME sector in terms of business with 17.7% share followed by Tamil Nadu as second with 11.4% and Bihar, Uttar Pradesh and Madhya Pradesh following subsequently. Through the availability of various schemes by government financial accessibility for the MSME's has eased out recently.

The Indian economy's Micro, Small, and Medium Enterprise (MSME) sector has evolved as an important sector, helping considerably for job creation, modernization, exports, and comprehensive growth. The MSME sector is one of the economy's most fundamental progress drivers. As per the latest NSS survey, there were over 630.5 lakh, 3.3 lakh, and over 5, 00,000 MSME businesses respectively, reflecting the prominence of the MSME's sector thereby providing employment to 124 million people.

SNAPSHOT

No. of MSME's in India	6.3 Crores (As on August 2021)
No. of MSME's In Delhi-NCT Region	9.36 lacs (As on August 2021)

Source: MSME, GoI Website

1.2 Growth of Internet in India and MSME's:

According to the Telecom Regulatory Authority of India (TRAI), as of March 2020, around 687 million broadband subscribers were operational in the country.

India is the world's second-largest online market, behind China, with over 560 million internet users. The country is expected to have over 650 million internet users by 2023. Over half of India's 1.37 billion inhabitants got internet connectivity between the years 2019 and 2020. Amazingly, with 68 percent internet penetration, the national capital territory of Delhi had the highest internet penetration rate in the year 2019.

Source: TRAI.

As India's internet infrastructure strengthens, an ecosystem has come up to facilitate the country's massive MSME sector to usher in the digital era. Current hi-speed data enabled systems allow MSMEs to gain access to and manage information technology more efficiently (IT). These tools provide new methods to interact with customers and reach out to them.

Because of their small size and dynamic character, MSMEs may take benefit of technology advancements and subsequently minimizing risks. The key, however, is for MSMEs to not just accept, but also to plan, implement, sustain, and manage the technical progress facilitated by broadband.

The following key themes are emerging across the MSMEs:

1. Access to a greater outreach:

Broadband driven Online business and marketplaces have enabled MSMEs to develop their client and market base at considerably lower costs

Food delivery firms, as a matter of fact, have empowered each restaurant to increase its client base and develop its company. They're also building cloud kitchens, or delivery kitchens.

These platforms also offer value added services such and facilitation services and services like Business Intelligence and dash-boarding based on PPC concept.

2. Accessibility to cost-cutting mechanisms for working proficiency:

Versions of standard suite of enterprise applications such as; Customer Relationship Management Database Management system, Enterprise Resource Planning, HR Analytics.) are now accessible to MSMEs by emerging startups via cloud.

Client service, sales management, marketing and communications management are just a few of the value chains where new generation companies are providing easy-to-use and less expensive solutions for MSMEs.

3. Access to financials and payments solutions:

Numerous start-ups, particularly in smaller towns, offer the profits of online business to manufacturers, merchants, suppliers, and wholesaler. Unified Payment Interface (UPI), established by the National Payment Corporation of India, which is further governed by the prime financial body-Reserve Bank of India, that facilitates instantaneous real-time transactions.

1.3 Digital & Social Media Marketing in MSME's:

Definition of Digital Marketing:

According to Chaffey, he defines digital marketing as "achieving marketing objectives through applying digital technologies." The usage of the Internet, mobile gadgets, social media, search engines, and other platforms to customers and prospects can be referred to as digital marketing. As compared to conventional marketing, various marketing specialists consider digital marketing to be an entirely new effort that requires a fresh approach for customers to get insights of valuable information that how customers behave.

The rapid spread of social media is one of the most significant revolutions in human interaction. Real-world social contacts have transitioned to the virtual realm, resulting in the creation of online communities of people from all over the globe. This push into the digital era enables people to share knowledge, entertain one another, and promote cross-cultural conversation.

Acceptance for social media (SM) can foster efficiency and improvised company performance in micro, small and medium-sized businesses (MSME's). Small businesses may benefit substantially from the use of Social Media Marketing. The successful implementation of the SM acceptance framework is expected to allow MSME's to enhance their mutual flexibility and internal capabilities.

If most clients intermingle with social media, firms should also interact with social media. Consequently, SME's have also incorporated the Social Media Marketing (SMM) mechanisms to enhance on their visibility and growth parameters.

This includes like of Facebook marketing, YouTube marketing, Instagram pages, Twitter, WhatsApp, etc.

Because social media is such an important aspect of digital marketing, it is critical for businesses to make the most of it in order to stay on top of their game. Marketers are spending the majority of their time on marketing campaigns and profitability as a result of the adoption of digital marketing channels, which has transformed the whole landscape of advertising.

1.4 Role of Social Media Marketing in MSME's:

The current technological disruptions have made us to reach in an era, wherein we are purely driven and impacted by social media which has further emerged as a radical method of interaction for people as well as business entities. Small businesses nowadays could barely overlook the effect of going social.

Social media plays an energetic role in publicizing and forming associations with its patrons.

With limited barriers to entry, MSMEs are starting to use social media as a source of marketing. Regrettably, numerous such MSMEs scuffle to use social media and have no approach at all for going into it.

As a result, innumerable chances are wasted because of paucity fundamental understanding of the benefits of social media and how to utilize it to engage clients, resulting in economic disruptions.

While big establishments all over the world are driving their nations ahead via fast innovation and expansion, small enterprises are driving grassroots for economic growth. At the local level, small enterprises pave the way for more jobs and economic opportunities. Several innovative applications have been developed since the internet's inception forty years ago.

Many organizations have already commenced to understand the power and potential of these new and emerging communication channels such as, Facebook pages, YouTube Channels, WhatsApp Business accounts, Instagram, Twitter etc.

Social media happens to be fruitful in terms of promotion for many large global brands.

1.5 Digital Business & Marketing during Pandemic:

The blowout of COVID-19 has enforced various nations to take radical action. Lockdowns and limitations on most public activities and economic life had created huge obstacles in economic activities on all businesses that included MSME's too.

Due to business disruption and movement restrictions, the organizations had to find a newer way to interact with customers and carry on with their business dealings.

Most of the startups or MSME's enterprises started to venture out in the Digital Mode of Business in order to keep their business activities in-tact. Many MSMEs started to diversify their sales or marketing channels to using social media creating a digital disruption. The widespread enforcement of social distancing, online shopping also increased since it happened to be the main alternative for many people.

Social distancing obligatory made small organizations of the entire country in critical times to use mostly a digital commerce based approach. MSME's across world adapted facilities for customers to go for an online based shopping even for their basic needs, including for grocery related essentials. Digital media became most apt option for interacting with communities and also customers

1.6 Purpose of the Study:

E-marketing makes it simple for MSME's to supply their consumers with accurate, appealing, and relevant information. Unfortunately, many small companies in India are still unaware with the benefits of digital marketing. Various studies have revealed that MSME's of Indian origin are still not adequately able to adopt the digital platforms for marketing.

Especially with the scenario of Covid, it becomes even more imperative for survival of MSME's that they should be able to smoothly shift to online platforms and reach their customers.

Apart from this, rapid innovation and expansion has led to emergence of small businesses. In recent times, numerous MSME's have already started to understand the power and potential of these new and emerging communication networks which are helping such organizations in terms of business performance.

As a result, the research focuses on MSME's productive implementation through social media, which is significant since the success of such small businesses in adopting digital technologies that has an impact on MSME's sustainability which can further boost the country's economy.

REVIEW OF LITERATURE

To grasp the nuances of the impact of social media on MSME's, an in-depth review of literature was undertaken. For this reputed and peer reviewed international journal and publications were targeted. Further the research was carried out at databases like SCOPUS, EBSCO, ProQuest, Google Scholar to reach to the relevant papers. In total 164 papers were reviewed out of which 70 were found to be most relevant and were studied in depth. The literature review further presented is divided into three parts.

1. The Research relevant to factors leading to adoption of social media
2. The most common purpose for which social media is adopted
3. The impact of social media on MSME's business performance.

2.1 Literature Review: Antecedents to Adoption of Social Media Marketing by MSME's

2.1.1 Perceived Usefulness (PEU):

Several antecedents have been identified in various studies that have led to the implementation of Social Media Marketing strategies by Micro, Small, and Medium Enterprises. A study carried out by Kim and Chiu (2019), on the use of technology found that Perceived Usefulness (PEU) had an optimistic impression in the overall functioning of the business. Turner et al (2010), explained that PEU is measured as a trust in performance, efficacy, risk and technology and if these aspects are overcome then the use of Social Media Marketing (SMM)) shall have numerous advantages for the small businesses.

2.1.2 Perceived Ease of Use (PEOU):

According to Ware (2018), if a new innovation is easy to use, individuals will be inspired to employ the newly launched technological interface. This demonstrates that PEOU has a major influence on implementing technology. Furthermore, the outcomes of Chatterjee and Kumar Kar's (2020) study show a favorable relationship between PEOU and SMM adoption.

2.1.3 Compatibility (COM):

According to Yoon and Cho's study (2016), the degree of connection for innovative information technologies goods happens to be useful analysis material from customers of these services (2016). According to Wang, Wang, & Yang, study (2010), compatibility is apparently an important part of the acceptance of innovative technologies such as Social Media Marketing. The adoption of Technology must be well-matched with work application systems, so that MSME's will deliberate in adapting the technology this was being highlighted in the study carried out by Brown& Rocha (2020) and Chatterjee & Kumar Karin (2020).

Derham et al. (2011) emphasized the usage of Social Media Marketing (SMM) for MSME's has the utmost significant notion, since it can spread to prospective customers as per the set target and improve MSME's business performance.

2.1.4 Facilitating conditions (FCO):

Venkatesh (2012) defined capacity conditions as the degree to which an individual is certain that this is the proper technological infrastructure and that the new system will be supported by senior management. If staff are appropriately taught to apply social media and the firm has affordable online services with no or little resistance to using social media, MSMEs will not be hesitant to use SMM.

2.1.5 Cost (COST):

Usage of IT necessitates a large portion of finances therefore, MSME players will contemplate using it based on the derived benefits they would get from it, the same was noted in the study by Wang, Hong, Li, & Gao, (2020).

Study by Derham, Cragg, & Morrish, (2011) emphasized various additional motives for the use of SMM by MSME's that include; few obstacles, low prices, and minute level of IT skills necessities that stimulate MSME's to use SMM. This means that MSME's players would avoid SMM if the costs are unbearable. Social media happens to be a economical technology and hence provides platforms for MSME's to interconnect with their clients at a cheaper price, observations of study by Odoom in the year 2017

2.1.6 Social Media Marketing (SMM):

Elbanna, Bunker, Levine, & Giring, (2019), propounded that in cyberspace, social media is a communication platform, a source of knowledge, and a platform for cooperation. In Indonesia, 160 million folks use social media on an everyday basis, with an average of 3 hours 26 minutes devoted to it.

Rana, Barnard, Baabdullah, Rees, & Roderick, (2019) pointed out the use of SMM platform is most apt for MSME's since they have inadequate resources that include constraints of funding, technical knowledge etc. Study by Puspaningrum (2020), revealed that In addition to increasing a company's trust and brand loyalty, SMM makes it convenient for customers to get info regarding a company's products.
Sullivan & Koh in 2019; Fatima & Bilal (2019) outlined the practice of social media by a business and eases it for companies to shape their brands and rise their business activities.

2.2 Primary intention for usage of Social Media Marketing by MSME:

There have been various researches conducted to know what the exact reason is for MSME's to adopt and use social media. A study carried out by Madupu (2006), revealed that the primary intention of SMM usage by MSME's is brand building and seeking resolutions to various problems in the business. Another study steered by Chaffey and Smith in the year 2008 found that social media encourages small businesses in cost effectiveness promotion and enhanced outreach. Similarly, a study by Kirby (2010) reflected SMM as a complementing tactic to overall marketing strategy of a company. Increasing marketing awareness and improving on business performances were also found as emergent factors for usage of SMM by MSME's by studies of Sharma (2019) and Abu Baker et al, (2020) respectively. The social media acts a mainstream channel for businesses especially MSME's for interaction with individuals. It creates an energetic role in marketing cultivating business relationships.

Though there are restricted obstructions to enter into MSME businesses, may such entities are commencing to use social media as a platform for business opportunities. Disappointingly, countless minor organizations find it very challenging to opt for social media or possibly have no strategy of incorporating it. Consequently, without understanding the rewards of social media and how to use it to involve clients, several opportunities are unexplored. The study aims to gain insights pertaining to how (MSME's) could reap benefits from Social Media Marketing strategies for client acquisition and retention.

2.3 Impact of Social Media Marketing on performance of MSME's:

Just like to know the reasons for usage of SMM in MSME's many studies have been conducted to find out the impact of business performance in MSME's through SMM. A study by Ainin et al., (2015) showcased that SMM has a strong influence in terms of improving customer relationship and information accessibility. This sets the basis for new client acquisition and creation of new customers. Another study by Potluri & Vajjhala (2018) showed that the performances of the business get improvised in terms of competitiveness and productivity. It further helps in cost cutting, improving sales performance, overall profitability.

With social media rising at an exponential pace, there is an incredible impact on business and its marketing. Subsequently, it is the social media that facilitates towards the development of business tactics.

While creating a social media marketing strategy, it is worthwhile to think very carefully for whom is the content being targeted. As there will be people amongst the social systems who may not actually be customers, but instead could have an immense impact on such publicizing efforts.

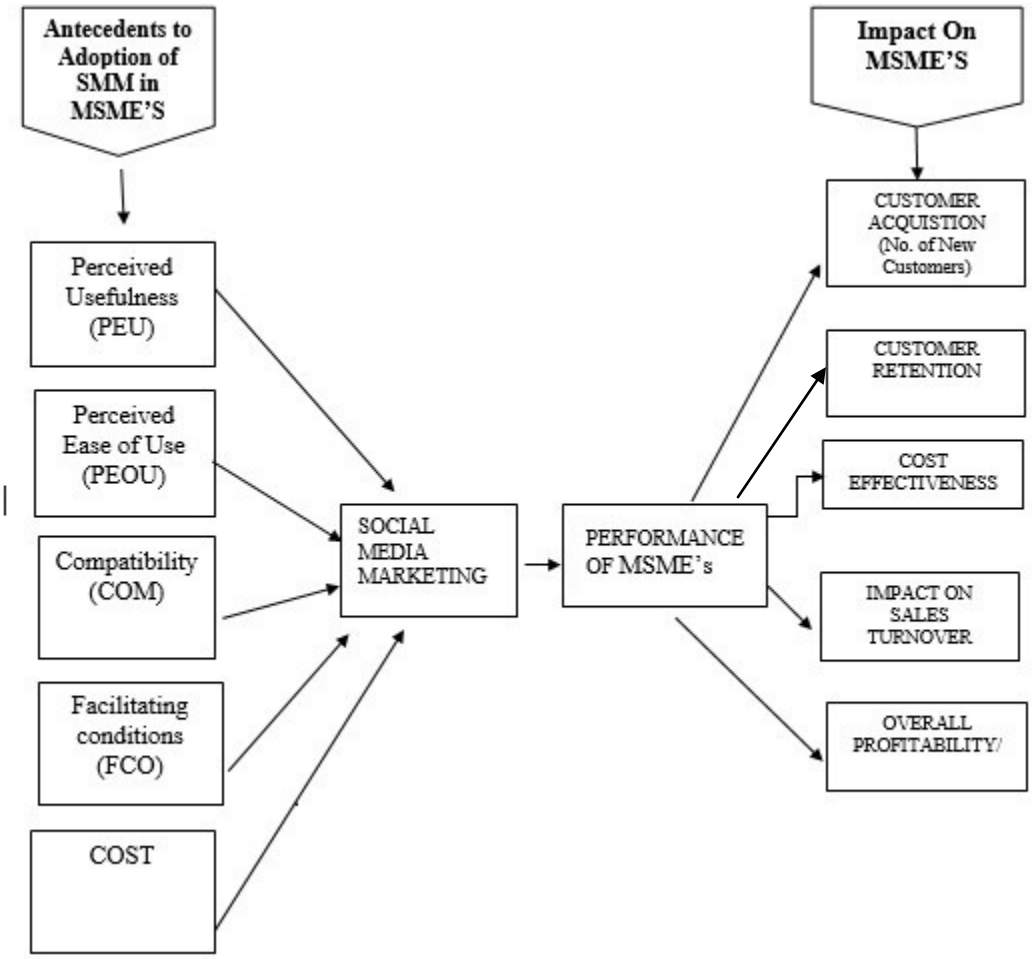
2.4 Gap Analysis.

The detailed review of literature brought forth the need for further study in this domain. The following research gaps were recognized.

1. From the review of literature, it was noticed that most of the researches concentrate on the issues and challenges faced by the entrepreneurs.
2. Majority of studies tend to concentrate on Digital marketing as a whole and tend to ignore the specific role of social media usage.
3. Globally, there have been numerous studies which showed to recognize the importance for a business to be connected with social media however in India in general and Delhi-NCT region in particular such studies are scanty. Studies carried out are widely based on social media usage in Western Countries and very few studies concentrate specifically on usage of social media in India. This is important because the western factors may not be applicable in India with its own set of Social and cultural Environment.
4. None of the past studies have holistically looked at usage of social media. Therefore, the current study intends to understand the entire journey from acceptance of social media till its influence on Business performance.
5. There are very few studies which have tried to concentrate on role of social media usage by the MSME's of Delhi NCT. Majority are still concentrating on entrepreneurs and their capabilities.

2.5 CONCEPTUAL MODEL:

Based on the Review of literature the following conceptual model is proposed to be undertaken for the current study.



RESEARCH METHODOLOGY

The research methodology is a set of specific procedure used to identify the process and analyze the data of the topic. The research process majorly consists of six steps including research questions, methodology, collections of data, data analysis & interpretation and last, report writing (Rubin and Babbie, 2010 and Thyer, 2010).

3.1 OBJECTIVES OF THE STUDY

1. To examine the antecedents to the adoption of Social Media Marketing by MSME's
2. To ascertain the purpose for which Social Media Marketing is used by MSME's.
3. To determine the effect of Social Media Marketing on performance of MSME's.

3.2 RESEARCH QUESTIONS

1. What are the antecedents that have led to the adoption of Social Media Marketing by MSME's?
2. What are the purposes for which Social Media Marketing is utilized by MSME's?
3. What has been the effect of Social Media Marketing on the performance of MSME's?

3.3 RESEARCH DESIGN

The proposed research study will adopt a descriptive research design to identify the reasons for adoption of Social Media Marketing is utilized by MSME's and what effect does it have on the performance of MSME's.

3.4 DATA COLLECTION

To fulfil the objectives of the study, both primary and secondary data will be collected by conducting survey. The primary data shall be collected using a questionnaire that will be used as a research instrument to get the prompt responses from the respondents and to get the desired information.

Based on the literature review, the study will draw variables for the questionnaire and subsequently be given for the expert opinion. After feedback from the experts, the study will be piloted for the finalization of the questionnaire. The collection of primary data with the help of the questionnaires to maintain the credibility and reliability of the whole research.

The secondary data will be collected through analysis and review of various published articles, reviews, renowned peer, journals and reports of the survey conducted by various MSME and start-ups through data collection from the following organizations:

The population of the study would be the micro, small and medium entrepreneurs of Delhi NCT. Following sources of data for identifying MSME entrepreneurs in the Delhi NCT will be used:

1) TIE (The Indus Entrepreneurs) – Non-Profit Organization based in Delhi
2) MSME; Micro, Small and Medium Enterprise
3) The Khadi and Village Industries Commission (KVIC)
4) The National Small Industries Corporation Limited (NSIC)
5) Coir Board (CB)
6) Mahatma Gandhi Institute for Rural Industrialization (MGIRI)
7) District Industries Center
8) North Eastern Network
9) Other Personal Sources.

3.5 POPULATION AND SAMPLE FOR THE STUDY

- Population – The number of entrepreneurs who are managing and running their own Micro, Small and Medium Enterprises in Delhi NCT.
- MSME Populations Size: 9.36 Lacs (MSME's in Delhi-NCT REGION)
- Sampling method - Multi Stage Sampling
  - **Stage I: Cluster Sampling - Delhi NCT divided into 11 Clusters (Districts)**
  - **Stage 2: Purposive Sampling**

Region	No. of Planned respondents
New Delhi (CP)	52
North Delhi (Model Town, Narela, Alipur)	52
North-West Delhi (Rohini, Kanjhawala, Saraswati-Vihar)	52
West-Delhi (Rajouri Garden, Punjabi Bagh, Patel Nagar)	52
South-West Delhi (Dwarka, Najafgarh, Kapashera)	52
South-Delhi (Saket, Hauz Khas &Meharuali)	52
South-East Delhi (Defence Colony, Sarita Vihar, Kalkaji)	52
Central-Delhi(Daryaganj, Civil Lines, Karol Bagh)	52
North-East (Seelampur, Yamuna Vihar, Karawalnagar)	52
Shahdara (Seema puri , Vivek Vihar)	52
East Delhi (Preet Vihar, Mayur Vihar, Gandhi Nagar)	52

3.6 SAMPLE SELECTION CRITERIA

The selection criteria based on earlier studies as well as keeping in view the constraints of developing economy like India will be:

- Must be the owner or majority shareholder of his/her business having share of more than 51%.
- Should himself/herself be actively involved in managing it.
- The business based in the Delhi NCT.
- The investment in plant and machinery for Manufacturing sector & service sector should be according to the latest classification of MSME's released in July 2020.
- Have had business running for minimum of three years

3.7 Sample Size

Qualitative Data:

The size of the purposive sample is not defined. Purposive Samples will be drawn and data will be collected till theoretical saturation (the point data when new data brings no additional in-sights for the data collection) is arrived.

Quantitative data:

- **Following formula would be used to determine the sample size:**
  - **Z – is the desired Confidence level**
  - **p - proportion of the attribute**
  - **E – error (level of precision)**
  - **$N = \frac{(1.96)\ (0.50\ (0.5)}{(.05)} = 384$**

DATA ANALYSIS

The data analysis would be done utilizing the statistical techniques such as Multiple Linear Regression to understand the impact of various factors on the performance of MSME's. Further Structure Equation Modelling will be used for testing the models.

The data will be analyzed utilizing software including such SPSS to acquire descriptive statistics for the sample, and IBM AMOS for path analysis using structural equation modelling (SEM), that is a statistical technique for assessing the structural relations between latent constructs and measured variables.

EXPECTED OUTCOME OF THE RESEARCH

5.1 Expected/Proposed Outcomes:

The study will describe the factors of digital transition with respect to application of Social Media Marketing practices in Micro, Small and Medium Enterprises of Delhi/NCT region and give remedial solutions to strengthen the overall business performances. The recommendation based on the findings will assist policymaker to identify the issues of existing policies and make the necessary amendment to the policy framework for such organizations in becoming further competitive. The study will also shed light on the attitude of the people working in MSME's towards adaption of latest technological practices.

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